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**ФОНЕТИЧНІ ЗАСОБИ ДОСЯГНЕННЯ ВИРАЗНОСТІ АНГЛОМОВНОГО  
ЕКСПРЕСИВНОГО ДИСКУРСУ**  
**ФОНЕТИЧЕСКИЕ СРЕДСТВА ДОСТИЖЕНИЯ ВЫРАЗИТЕЛЬНОСТИ**  
**АНГЛОЯЗЫЧНОГО ЭКСПРЕССИВНОГО ДИСКУРСА**  
**PHONETIC MEANS OF ACHIEVING EXPRESSIVENESS**  
**OF THE ENGLISH-LANGUAGE EXPRESSIVE DISCOURSE**

У загальному вигляді розглянуто основні фактори, що впливають на виразність англomовного експресивного дискурсу, яка досягається комплексно, за рахунок фонетичних, лексичних, синтаксичних та інших вербальних засобів. Досліджено фонетичні засоби досягнення виразності в англomовному експресивному дискурсі. Виявлено та проаналізовано основні фонетичні засоби на матеріалі англomовних експресивних текстів, а саме: анекдотів, афоризмів і слоганів. Основними фонетичними засобами досягнення виразності в англomовному експресивному дискурсі виступили римування, анаграма, алітерація та певні фонетичні зміни у складі окремих слів, а саме: додавання зайвих або невірних літер у словах, особливості написання слів, які зумовлені топонімією. З'ясовано, що римування при застосуванні в експресивних текстах сприяє емоційному впливу на адресата, привертанню уваги до основної ідеї повідомлення, швидкому запам'ятовуванню інформації тощо. Алітерація сприяє більшій виразності повідомлення в цілому. Використання анаграми дозволяє створити певний комічний ефект. Додавання зайвих або невірних літер і фонетичні зміни у складі слів топонімічного характеру в більшості випадків сприяють створенню комічного, а іноді застосовуються задля співзвучної вимови окремих слів у тексті. Римування виступає узуальним засобом в експресивному дискурсі, а всі інші проаналізовані фонетичні засоби належать до оказіональних.

*Ключові слова:* англomовний експресивний дискурс, виразність, експресивність, фонетичні засоби, експресивні тексти.

В общем виде рассмотрены основные факторы, влияющие на выразительность англоязычного экспрессивного дискурса, которая достигается комплексно, за счет фонетических, лексических, синтаксических и других вербальных средств. Исследованы фонетические средства достижения выразительности в англоязычном экспрессивном дискурсе. Выявлены и проанализированы основные фонетические средства на материале англоязычных экспрессивных текстов, а именно: анекдотов, афоризмов и слоганов. Основными фонетическими средствами достижения выразительности в англоязычном экспрессивном дискурсе выступили рифмование, анаграмма, аллитерация и определенные фонетические изменения в составе отдельных слов, а именно: добавление лишних или неправильных букв в словах, особенности написания слов, обусловленные топонимией. Выяснено, что рифмование при применении в экспрессивных текстах способствует эмоциональному воздействию на адресата, привлечению внимания к основной идее сообщения, быстрому запоминанию

информации и т. д. Аллитерация способствует большей выразительности сообщения в целом. Использование анаграммы позволяет создать определенный комический эффект. Добавление лишних или неправильных букв и фонетические изменения в составе слов топонимического характера в большинстве случаев способствуют созданию комического, а иногда применяются для созвучного произношения отдельных слов в тексте. Рифмование выступает узуальным средством в экспрессивном дискурсе, а все остальные проанализированные фонетические средства относятся к окказиональным.

*Ключевые слова:* англоязычный экспрессивный дискурс, выразительность, экспрессивность, фонетические средства, экспрессивные тексты.

The basic factors that influence the expressiveness of the English-language expressive discourse are considered in this article in general terms. This expressiveness is achieved with the help of a complex of phonetic, lexical, syntactic and other verbal means. The article is devoted to the investigation of phonetic means of achieving expressiveness in the English-language expressive discourse. The main phonetic means have been identified and analyzed on the material of the English-language expressive texts, namely, anecdotes, aphorisms and slogans. The main phonetic means of achieving the expressiveness in the English-language expressive discourse are rhyming, anagram, alliteration and certain phonetic changes in the composition of separate words: addition of extra or incorrect letters to words, peculiarities of spelling words, caused by toponymy. It has been found out that rhyming, when used in expressive texts, promotes emotional impact on the recipient, drawing attention to the main idea of the message, quick memorization of information and so on. Alliteration promotes greater expressiveness of the message on the whole. The use of anagram allows creating certain comic effect. Addition of extra or incorrect words and phonetic changes in the composition of words of toponymic character mostly contribute to the creation of the comic, and are sometimes used for harmonious pronunciation of individual words in a text. Rhyming is a usual means in the expressive discourse, and all the other phonetic means analyzed belong to occasional means.

*Keywords:* English-language expressive discourse, expressiveness, expressivity, phonetic means, expressive texts.

The expressiveness of the English-language expressive discourse depends on a variety of factors, but obvious is the fact that it is achieved through the use of a complex of phonetic, lexical, syntactic, and other verbal means. In opinion of O. S. Akhmanova, expressiveness is «expressive figurative qualities of speech that set it apart from usual (stylistically-neutral) speech, and give it vividness and emotional colouring» [1, p. 324]. According to this view, expressiveness operates various units of the expression of meanings, i. e. phonetic, morphological, word-forming, lexical, and syntactic ones, characterized by different language means of their use or difference of expressive colourings.

The selection of expressiveness achievement means is made on the basis of identifying such a category as emotiveness. According to L. O. Piotrovskaya, «emotiveness is the function of language units associated with the expression of the speaker's emotional attitude to the objective reality directly or to the content of meaningful language units (nominative or communicative)» [2, p. 42]. According to the researcher, there are three types of emotive statements as to the dominant means of forming emotive meaning [2, p. 44]. There belong emotive statements with lexical markers of the emotive meaning; emotive statements based on typified syntactic models with some lexical content; and emotive statements in which different phonetic means play the main role in the expression of emotive meanings.

The purpose of this article is to investigate one of the aspects in achieving expressivity of the English-language expressive discourse, namely, the use and the role of phonetic means. Our main task is to identify and analyse these means on the material of English-language expressive texts.

The main phonetic means of achieving expressiveness in the expressive discourse found during the analysis of such expressive texts as English-language anecdotes, aphorisms and slogans, were rhyming, anagram, alliteration, and some phonetic changes in separate words like addition of extra or incorrect letters to the words and peculiarities of spelling caused by toponymy.

On the whole, the phonetic level, especially when creating expressive texts, is represented by a certain sound structure of the text such as the use of rhyming that helps to strengthen the emotional impact:

*What does a man love more than LIFE,  
Hate more than death or mortal strIFE;  
That which contented men DESIRE,  
THE poor have, THE rich DESIRE,  
THE miser spends, THE spendthrift sAVES,  
And all men carry to their grAVES?* (Nothing) [3, p. 95].

In the above example the text of a puzzle is presented, in paired lines of which we can observe the use of a certain set of letters and sounds, contributing to its rhymed pronunciation. In the first and second lines the final words *life* and *strife* are rhymed due to the coincidence of the last three letters *i, f, e* in each of these words as well as their similar pronunciation; in the third and fourth lines the use of the word *desire* coincides; in the fifth and sixth lines the words *saves* and *graves* rhyme, where the letters *a, v, e, s* and their pronunciation coincide; in addition, the fourth and fifth lines of the text receive additional rhythm through repetition of the definite article: *The... the, The... the*.

Rhyming can also be used in aphorisms:

*That man is richest whose pleasures are cheapest* [4, p. 24].

In the example of aphorism the adjectives are in the superlative degree rhyme, namely *richest* and *cheapest*. These adjectives are rhymed in their pronunciation, but used antonymically in order to show contrast between the concepts of wealth and cheapness.

Rhyming also occurs in advertising texts, especially when creating slogans aimed at rapid memorization and reflection in the subconscious of potential customers, that is why they need to use a variety of unusual expressive means, including the phonetic ones, rhyming in particular:

*Don't be vague. Ask for Haig* [5].

This example is the slogan of Scotch whiskey *Haig Scotch*, wherein the first part of the slogan rhymes with another through the use of a part of a product name. With the aim to understand the meaning of the slogan certain paraphrasing is needed, i. e. *Don't get lost. Ask for Haig*. In general, the purpose of this slogan is to encourage to certain actions: not to get lost in the choice, and to stop on Haig Scotch whiskey, and to order or buy it.

Here is another example of slogan and the use of rhyming in it:

*Don't just book it, Thomas Cook it* [6].

*Thomas Cook* is the name of a British travel company. Regarding the company's slogan, the elements *book it* in the first part of the sentence and *Cook it* in the second are

rhymed. Rhyming in this example is based on the transposition of noun-proper name *Cook* into verb, but for keeping the look of the company name is written with a capital letter. The content of the slogan can be interpreted as follows: You do not have to order holiday, our company will do it for you.

Other means of achieving expressiveness of expressive discourse include such a technique as anagram or transposition of letters in words, causing a comic effect, for instance:

*The twins had been brought to be christened.*

*«What names?» asked the clergyman.*

*«Steak and Kidney,» the father answered.*

*«Bill, you fool,» cried the mother, «it's Kate and Sydney» [3, p. 245].*

The brightest elements from the phonetic point of view in the text of a joke are the names *Kate* and *Sydney* as well as so-called variations of these names that have comic sense in the context of the above example – *Steak* та *Kidney*. The situation presented in this example is that during the christening of twins the Holy Father asks parents the names of their children, and the father answers *Steak and Kidney* instead of *Kate* and *Sydney*. Firstly, there was transposition of the initial letters in the names of children, and, secondly, while mentioning the name *Kate*, its syllables are pronounced by the «mirror» principle, in other words, their order is changed, and this phenomenon is called anagram. As a result of this transposition of letters and syllables, we get the names *Steak* and *Kidney*, which are the typical dishes of English cuisine.

Other expressive means on the phonetic level peculiar to expressive discourse include alliteration, based on the repetition of the same consonant, making the message more expressive. Here is an example of the aphorism, in which we can observe the use of this phonetic means:

*Wit with wisdom wins world wars [4, p. 120].*

The special feature of alliteration in the given aphorism is that all the words start with the letter *W*, which makes this statement noticeable to the reader.

Here is an example of the use of alliteration in the advertisement of butter called *Country Life*:

*You'll never put a better bit of butter on your knife [7].*

**Alliteration in the given example can be observed in the part of the sentence *better bit of butter* that is a shortened phrase from the tongue twister *Betty bought a bit of butter but the bit of butter Betty bought was bitter so Betty bought a better bit of butter* and the *batter* was better, which is also marked by alliteration. Consequently, the company *Country Life* claims that it makes the best butter, you will never find better.**

Regarding other examples where some phonetic changes appear in the structure of words, we can note the following text of humorous nature, in which extra or wrong letters are deliberately added to the words with the aim to achieve some comic effect:

*A party at the Zoological Gardens stood puzzled before a bird.*

*«It's a heagle,» said one.*

*«It's not,» said another, «it's a howl.»*

*They appealed to a by-stander.*

*«Both wrong,» he said shortly, «it's a nawk!» [3, p. 129].*

The topic of the given joke consists in the discussion about the name of a bird that takes place in a zoo. In the opinion of one of the visitors, the bird they saw there is a *heagle*, but another visitor does not agree because he thinks it is a *howl*. The first name

probably must be pronounced as *an eagle*, but due to ignorance or individual features of pronunciation the visitor calls it by the word similar to *eagle*, adding the extra letter *h* at the beginning of the word. As to another name *a howl*, it is probably *an owl* also with the extra letter *h* at the beginning of the word. Finally, the third visitor notes that both these names are wrong because the name of this bird is *a hawk*. Probably, the third visitor meant the name *a hawk* and he was wrong in the first consonant in this word: instead of letter *n* there must be letter *h*.

The use of incorrect letters can be observed in creation of slogans as well:

*Beanz meanz Heinz* [6].

In order to achieve sound harmony with the brand name *Heinz*, the final letters *s* in the words *beans* and *means* are also replaced by letter *z*.

Among other types of phonetic changes in words we can name those, which occur on the basis of toponymy:

*A woman travelling by train was talking with the man in the next seat. In describing her holiday, she said that she had visited San Jose.*

*«You pronounce that wrong,» said the man. «It is San Hosay. In California you should pronounce all J's as H's. When were you there?»*

*The woman thought a minute, then answered, in Hune and Huly»* [3, p. 219].

The expressive feature of this example, which is achieved due to certain phonetic changes in words, lies in the following: a woman during a conversation with a man says about a holiday in *San Jose*, but the man corrects her, noting that the right way to pronounce this name is *San Hosay*, because in California there is a rule to pronounce letter *H* instead of *J*. Therefore, to a question of the man when she was there the woman answers *in Hune and Huly* instead of *in June and July*. The woman decided to replace these letters in the names of months because of the man's remarks, thereby creating a comic situation.

In conclusion it should be noted that different phonetic means contribute to the achievement of different aims, depending on the type of expressive text. Thus, rhyming in the English-language anecdotes and aphorisms promotes emotional impact on the recipient, drawing attention to the main idea of the message. The purpose of rhyming in the English-language slogans is orientation on quick storing of information and desire to keep it in mind of the recipient for indefinite time.

Alliteration is the repetition of the same consonants and, thus, contributes to greater expressivity of a message both in anecdotes and aphorisms, and slogans. Expressions based on alliteration often have a form of tongue twisters, and sometimes turn into set phrases.

Such phonetic means as anagram is more typical for the English-language jokes. This peculiarity is explained by the fact that expressiveness, which is achieved by means of anagram or by transposition of letters in the words, displays itself in creation of comic effect that is common for jokes.

Other phonetic changes in the composition of words are first presented by adding extra or incorrect letters. The use of this means is mostly peculiar to the English-language anecdotes and slogans. Expressiveness of anecdotes, caused by this means, lies in the comic effect of situations. In slogans this means is most often used in the name of an advertised brand, and extra letters are added to other words in the slogan in order to achieve sound harmony with the name.

Such phonetic means as changes in the composition of words based on toponymy is not numerous, and is more peculiar to the English-language anecdotes because it helps to create a comic effect.

Phonetic means can be usual and occasional, and from this point of view, it is possible to refer rhyming to the usual ones as it is not necessarily a characteristic feature of the expressive text, but transposition of letters and other phonetic changes in words may be considered as occasional means which allow achieving certain expressive effect, most typical for the genre of humorous texts.

The prospects of the research presented in this article can be further identification and analysis of means, which help to achieve expressiveness in expressive discourse on the material of different genres of texts in the English language.

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### **ДО ПИТАННЯ ПРО АНГЛО-АМЕРИКАНСЬКІ ЗАПОЗИЧЕННЯ У СУЧАСНІЙ НІМЕЦЬКІЙ МОВІ К ВОПРОСУ ОБ АНГЛО-АМЕРИКАНСКИХ ЗАИМСТВОВАНИЯХ В СОВРЕМЕННОМ НЕМЕЦКОМ ЯЗЫКЕ TO THE PROBLEM OF ENGLISH AND AMERICAN BORROWINGS IN THE PRESENT-DAY GERMAN LANGUAGE**

Рассмотрена проблема англо-американских заимствований в современном немецком языке в условиях глобализации. Предпринята попытка обобщить и систематизировать большой объём материала, представленного в многочисленных трудах